

THE DAILY NEWS

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DAILY EDITION.

WEDNESDAY, APRIL 17

CONSISTENCY IS THE BRIGHTEST JEWEL.

Mayor Newton proved himself at the Monday night meeting of the Council to be a man of principle, but the special brand of principle he affects is a debatable question. He explained with the scrupulous care of a full-fledged diplomat how it was that he must vote for the early closing of bars, as a matter of principle, at the same time admitting that he had pledged himself before election to see that the existing law in reference to closing such places was not to be interfered with or changed. In the view of Alderman Morrissey this was a deliberate break of the Mayor's word of honor.

But to the Mayor "What is honor but a name; a word that lulls to sleep." Words, with him, are combinations of sounds issuing from the mouth for the purpose of expressing or obscuring the meaning of the speaker. Election pledges are as piecrust, made to be broken. Honor is one thing; principle is another and a far more sacred word or thing in the vocabulary of His Worship.

The Mayor also pledged himself that if elected he would see that the city hall force was reduced and the money of the people in this way economized and saved. At that time there was a large force of men at work for the city, and this entailed work on the city hall staff in the paying of these men, recording their names, answering questions and so on. There are now seventy-two men at work for the city, and the engineering force of the city hall now numbers seven—an engineer for every ten men.

At that time the city clerk was water and telephone collector, purchasing agent and a lot of other duties fell upon him in addition to those of city clerk. Since then there has been a new office created, that of purchasing agent to buy for the city all the materials used by seventy-two men and seven engineers and the lead pencils for the rest of the city hall staff, and in other ways the duties falling upon the city clerk have been reduced. But the city hall force has not been reduced in accordance with the pledges of the Mayor, nor have the expenses been reduced. The salary of the city clerk, also that of the accountant, was increased on Monday night.

There is no question as to the merits of those whose salaries were thus increased. It is a question of principle only. And the Mayor's principles are sacred things. Those pre-election pledges were words, mere words. The Mayor is the soul of principle and upon that soul there are no scabs.

But we would remind the Mayor that words, once uttered, unlike kites or the mayors of Seattle, cannot be recalled. He should see, therefore, that he make no more pledges; that no cyanide of street gossip poisons his utterances; that no benzoate of calumny enters into and adulterates his platform discourses. If not, even his sacred principles may be affected by disease.

BRITISH COLUMBIA MORTGAGED TO THE HILT.

No community of equal size in the history of the world has mortgaged its future in the guaranteeing of railway bonds as British Columbia has done under McBride, observes the Toronto Globe. The total obligations, direct and indirect, incurred have been over \$47,000,000 for less than four hundred thousand people. The results of Thursday's polling prove the truth of Sir H. Tupper's statement. Sir William Mackenzie holds British Columbia in the hollow of his hand. The newly elected legislature is as much his servant as the office boy for whom he snaps his fingers when he needs a messenger.

Hopeful homesteaders are waiting outside of the Lethbridge land office to get a chance at homesteads which will be open for settlement on May 1. The system of handing out homesteads in this country is antiquated and barbaric. If a couple of mad bulls could file on homestead lands they would stand first chance to get the choicest prizes.

No one has yet suggested that Henri Bourassa in going abroad is contemplating entering the British parliament, yet he and Joe Martin would make a pretty pair of deuces to draw to.

"The ONLY evening newspaper in Northern British Columbia." This is from an advertisement of the Empire which our high-principled Mayor is running in outside newspapers.

COUNCIL STRIKES A BLOW AT CANNED COW

"Real Milk" Will be Imported by Boat to Delight Wives and Children of Prince Rupert

Hundreds of homes in Prince Rupert are supplied with canned milk alone—not because the residents prefer that kind of cow juice, but because it is all they can get. Many women and children who have come from more settled parts of Canada, or from the Old Country and America have all but forgotten the taste of "real milk." Before any home can get a supply of milk that is not the canned kind it is necessary to prove to the satisfaction of the dairymen that the said home can boast of a baby. So far, however, the habit of borrowing babies for the purpose of fraudulently obtaining "real" milk for adults has not become prevalent, but there is no knowing how soon it may.

In this city of the armor plated cow has come John Dorsey with a plan by which milk—really real milk—my flow like a river of whiteness into the city to be eagerly absorbed by thirsty citizens. Briefly, Mr. Dorsey's plan is to import milk from the city of Bellingham, Washington by boat and establish a milk depot there.

Glad tidings of great joy for the milk thirsty citizens of Rupert. But when the proposal Monday night came before the City Council some of the city fathers raised objections. (Had they been city mothers how different it would have been!) Objections were raised that by bringing the milk in from the United States it would make it

impossible for the medical health officer of Prince Rupert to inspect the sources of supply according to the bylaw affecting the supply of milk in the city. It was hinted, too, that infants reared on United States produced milk might develop early symptoms of spraddlelegomania or starand-stripitis, which would not be becoming in B. C. babies.

Against such objections Alderman Montgomery, Alderman Clayton, Alderman Kerr, Alderman Maitland, and Alderman Morrissey raised voices in protest. Alderman—Montgomery spoke for the babies, guaranteeing that they would not develop the foreign complaints specified. Alderman Clayton aroused a storm of applause by an outspoken demand that the Council should get busy and do something for the good of the city, not being hidebound by petty red tape. The milk supply proposed would fulfil all the inspection requirements as to sanitation, etc., insisted on in the States, which are fully as stringent as those required by the city of Prince Rupert. He moved that license to supply milk as proposed be granted applicant.

Alderman Morrissey showed that there is little chance of local enterprise being subject to unfair competition as there is little or no pasture land around Prince Rupert. Therefore, in spite of objections by other aldermen, he supported Alderman Clayton's motion, which was carried by a

good majority. It was further agreed to issue a permit to let the applicant sell at once the milk he has had shipped experimentally, which has been tested by Dr. Reddie.

LOCAL JOTTINGS

It will pay everyone interested to look over the large new consignment of ship chandlery at Howe & McNulty's, 2nd Ave. E.

Applies for New City Post.

S. Norman Saunders has applied for the new appointment to be created with the city assessor. His letter was referred to the assessor for consideration and report.

Prompt settlements the strong feature of the Mack Realty & Insurance Co. It's worth money to you in event of a fire or accident. See the Insurance People. Phone 150.

Prince Rupert's leading hotel—Savoy.

What's in a Name?

Dorothy was only 5 years old, says Harper's Bazaar, but she had already begun to make plans for the future. She unfolded one of them to her mother one day.

"When I grow up I'm going to have two children," she said. "I'm going to name the first one Anemia and the second one Malaria!"

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So when a man says "No, I do not advertise," he knows not what he says. What he really means is that he does not publish printed advertisements.

Some proclaim this as though it were a virtue—yet spend much effort and invest much money in advertising their business through mediums other than the printed word.

They may make their wares fit for a king—yet hesitate to introduce them to Brown or Smith.

This is inconsistency.

The truth is, printed advertising is a vital force in every business, just as is the "silent" advertising of a product's quality or a merchant's service.

When you employ the Printed Word as your solicitor in the Court of Public

Opinion, you build good will for your product or service—a good will that results in profit.

If unrepresented at this Court, your interests are as unprotected as though, when involved in a law suit, you failed to "enter an appearance" and the case is decided against you—by default.

So it is clear you pay for advertising—one way or the other. If you pay it wages, it will work for you.

If you refuse its offers of service, it will work against you, in just the measure of its employment by your Competitors.

So you are paying for advertising either out of your profits or by your losses.

Advice regarding your advertising problems is available through any good advertising agency, or the Secretary of the Canadian Press Association, Room 503 Lumsden Building. Enquiry involves no obligation on your part—so write, if interested.

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DOMINION TO ERECT CANADIAN BUILDING NEAR WESTMINSTER ABBEY—VARIOUS PROVINCES WILL ALSO ESTABLISH THEIR HEADQUARTERS IN IT.

NINE MILLION DOLLARS

Aggregate Value of Settlers' Effects Arriving in Country.

Winnipeg, April 11.—Immigration from the United States through the port of Emerson, Man., for March shows an increase of 100 per cent. over the same month a year ago, according to Commissioner of Immigration Bruce Walker. The value of effects of American settlers passing through North Portal, Sask., during March totaled \$9,000,000.

The Place to Go.—Mrs. Frizzell's, Empress Block, 6th Street, for new seasonal goods for ladies.

Lots 3-4, Block 15, Section 8, \$500; 1/2 cash, 6, 12, 18 months. Th. Collart, 225 6th street.

Douglas Sutherland, forwarding agent, 225 6th st.

Lot 7, block 18, section 5, \$2200. Cash payment \$800. M. Helgeson, Ltd.

To destroy those moths get Red Cedar Flakes at 25 cents the package from Orme, the Pioneer druggist.

Stores for rent, corner 2nd ave. and Eighth st. Pattullo & Radford.

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